Bilcare Research nonClonableID™ Technologies

Applied DNA Sciences and Bilcare Technologies Sign Agreement to provide a New blended Security System enabling Real-Time, Portable Authentication along with forensic securitization

25th June 2010, Pune: Applied DNA Sciences, Inc. (OTC BB:APDN), a provider of DNA-based security solutions, and Bilcare Technologies, inventors of the nonClonableID™, announced a definitive agreement to market an integrated version of their technologies to provide a unique multi-layered security for brand protection, anti-counterfeiting and logistic and provenance control.

By combining Bilcare Technologies' nonClonableID™ solution and APDN technologies, both companies can now offer real time identification, authentication and verification of marked products in the field and forensic authentication of these items in the lab, providing a complete security solution that is truly unsurpassed.

"Our proprietary system provides a seamless solution to enable our customers to quickly verify a product with absolute peace-of-mind that the item is 100% genuine. In addition, by combining our technologies, we can pass on those cost savings to customers who need both instant identity cum authenticity readability and forensic level security," stated Dr. Satya Sharma, Global President of Bilcare Technologies.

"This new security technology offers the best of both worlds. Our customers can now link their database management systems to real-time authentication devices that can track & trace products in the field with Bilcare's real time nonClonableID™ solution. The unique fingerprint makes ultimate security solution that cannot be copied under any circumstance even by the creator," stated Dr. James Hayward, CEO, Applied DNA Sciences.

With its parent company Bilcare Ltd (BSE: BI, CODE: 526853) focused on providing innovative solutions to the pharmaceutical industry, Bilcare Technologies has successfully commercialized its security system to authenticate and protect automotive components, museum artifacts , unit dose pharmaceutical packages and for police force duty management. Applied DNA's success in protecting and authenticating products sold to the cash-and-valuables-in-transit, textiles, apparel, personal care and luxury consumer product industries worldwide will provide additional opportunities for growth and market penetration.

Marked products can be read by handheld scanners, with the data stored on a secure remote server. Items can be scanned from virtually anywhere around the globe using mobile phone connectivity in

real-time. This provides definitive data to clients, in reference to when and where products have been inspected, purchased or returned.

These compact, light-weight readers, comparable to a PDA, offer rapid detection, making this an affordable solution. The client will have the ability to use the track-and-trace system to gain knowledge of the products that are scanned and be able to determine if they are original or not. This allows for a detailed database of every product authentication, enabling clients to determine where the counterfeit products entered their supply chain. The cumulative forensic evidence this system provides will help the client to build an evidentiary case which can be used to prosecute perpetrators, thereby reducing the monetary gains of counterfeiters.

"Our combined strengths provide a real solution that can transform the way companies protect and authenticate their products. We believe in adding value and helping our customers take a proactive approach to deterring counterfeits and promoting authenticity. It's the goodwill that is desperately needed to counteract illicit trade that is hurting our global economies and jeopardizing the safety of our citizens," stated Dr. Hayward.

About Bilcare Technologies:

Bilcare Technologies is a research and technology pioneer focused on creating next-generation nonClonableID™ solutions. Developed with breakthrough research in nanotechnology, Bilcare's nonClonableID™ enables products to be authenticated and identified as they move through supply chain or stakeholder to end consumers. Headquartered in Pune, India, Bilcare Technologies has manufacturing facilities in Singapore and India with application support centers in the UK, Italy and USA. It also leverages on the global network of the Bilcare group to provide sales, marketing and implementation support throughout the world. Bilcare is firmly committed to helping its clients accomplish their business goals whilst protecting their brands against counterfeiting. Visit www.bilcaretech.com for more information.

About APDN:

APDN sells patented DNA security solutions to protect products, brands and intellectual property from counterfeiting and diversion. SigNature DNA is a botanical mark used to authenticate products in a unique manner that essentially cannot be copied. APDN also provides BioMaterial GenoTyping™ by detecting genomic DNA in natural materials to authenticate finished products. Both technologies protect brands and products in a wide range of industries and provide a forensic chain of evidence that can be used to prosecute perpetrators. To learn more, go to (www.adnas.com).

Bilcare Technologies

The statements made by APDN may be forward-looking in nature and are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements describe APDN's future plans, projections, strategies and expectations, and are based on assumptions and involve a number of risks and uncertainties, many of which are beyond the control of APDN. Actual results could differ materially from those projected due to our short operating history, limited financial resources, limited market acceptance, market competition and various other factors detailed from time to time in APDN's SEC reports and filings, including our Annual Report on Form 10-K, filed on December 23, 2009 and our subsequent quarterly reports on Form 10-Q. APDN undertakes no obligation to update publicly any forward-looking statements to reflect new information, events or circumstances after the date hereof to reflect the occurrence of unanticipated events.

SOURCE Applied DNA Sciences, Inc.

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